



WUPW

ORDER

Print Date 05/30/12

Page 1 of 2

Flight Dates 06/06/12-06/12/12

Contract / Revision 770870 /

Original Date / Revision
05/18/12 05/21/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Primary Account Executive
Anjie Brady

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Anjie Brady | 100% | | |

Product

Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office P-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 582

Alt Order # 6816900

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P15

Advertiser Ref

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| ETOL | % | |
| TTWB | % | |
| WGTE | % | |
| WLMB | % | |
| WNWO | % | |
| WTOL | % | |
| WTVG | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|-----------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| June 2012 | 7 | \$633.25 | \$745.00 | 0.00 | 05/28/12 | 06/12/12 | 7 | \$633.25 | \$745.00 |
| Totals | 7 | \$633.25 | \$745.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-------|------|-------------------|-----------------|---------------------------------------------------|-------|-------------------|---------|-----|-------------|----------|-----|---------------|------|------------------------|----------|
| E 1 | WUPW | 06/07/12 | 06/07/12 | People's Court 3-4p M-FComm The People's Court | M-F | 3-4 PM | ---1--- | :30 | 1 | \$50.00 | P 4 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | ---1--- | | 1 | | | \$50.00 | | | 0.00 | | | |
| E 2 | WUPW | 06/11/12 | 06/11/12 | People's Court 3-4p M-FComm The People's Court | M-F | 3-4 PM | 1----- | :30 | 1 | \$50.00 | P 4 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 06/11/12 | 06/17/12 | 1----- | | 1 | | | \$50.00 | | | 0.00 | | | |
| E 3 | WUPW | 06/06/12 | 06/06/12 | Late News M-F Fox Toledo News at 10PM | Comm | 10-11p | --1---- | :30 | 1 | \$175.00 | P 5 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | --1---- | | 1 | | | \$175.00 | | | 0.00 | | | |
| E 4 | WUPW | 06/07/12 | 06/07/12 | Late News M-F Fox Toledo News at 10PM | Comm | 10-11p | ---1--- | :30 | 1 | \$175.00 | P 5 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | ---1--- | | 1 | | | \$175.00 | | | 0.00 | | | |



WUPW

Print Date: 05/30/12

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Contract / Revision 770870 Flight Dates 06/06/12-06/12/12

Hiatus Dates

Original Date / Revision 05/18/12/ 05/21/12

Order Sep 00:15:00

Advertiser Crossroads GPS

Product Crossroads GPS

Estimate # 582

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | | |
|-------|------|-------------------|-----------------|------------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|----------|----------|
| | | | | | | | | | | | | | | Spots | Amount | |
| E 5 | WUPW | 06/12/12 | 06/12/12 | Late News M-F Fox Toledo News at 10PM | Comm | 10-11p | -1----- | :30 | 1 | \$175.00 | P 5 | 0.00 | NM | 1 | \$175.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 06/11/12 | 06/17/12 | -1----- | | | | | 1 | \$175.00 | | 0.00 | | | | |
| E 6 | WUPW | 06/07/12 | 06/07/12 | Seinfeld - A 11-1130p M-F Seinfeld | Comm | M-F 11-1130p | ---1--- | :30 | 1 | \$60.00 | P 6 | 0.00 | NM | 1 | \$60.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 06/04/12 | 06/10/12 | ---1--- | | | | | 1 | \$60.00 | | 0.00 | | | | |
| E 7 | WUPW | 06/11/12 | 06/11/12 | Seinfeld - A 11-1130p M-F Seinfeld | Comm | M-F 11-1130p | 1----- | :30 | 1 | \$60.00 | P 6 | 0.00 | NM | 1 | \$60.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 06/11/12 | 06/17/12 | 1----- | | | | | 1 | \$60.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | | Totals | 7 | \$745.00 |